

Eisenhower West Small Area Plan Kick-Off and Community Meeting

16 June 2014



Meeting Agenda

- Welcome and Introductions
- Small Area Plan and Work Program
- Background Information
- Online Polling Highlights
- Group Activity and Report Out
- Next Steps



Meeting Purpose and Goals

- Introduce the Eisenhower West Small Area Plan
- Present Work Program Schedule
- Discuss Scope of Plan
- Discover Key Issues and Topics to be Incorporated in the Plan

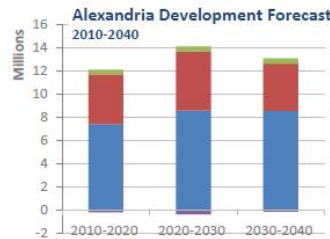
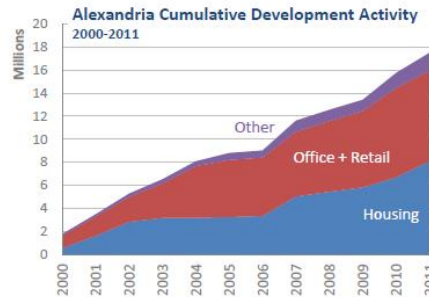


Meeting Ground Rules

- Treat each other with respect.
 - Only one person speaks at a time.
 - Give everyone a chance to participate equally; avoid dominating.
 - Listen as an ally, not an adversary. Everyone should feel comfortable expressing their opinion regardless of differences.
 - Ask for clarification, don't assume you know what someone means.
 - Do not characterize other people's views in or outside a group's meetings.
 - Turn off or silence all cell phones and mobile devices.
- What's Next Alexandria? Civic Engagement Handbook

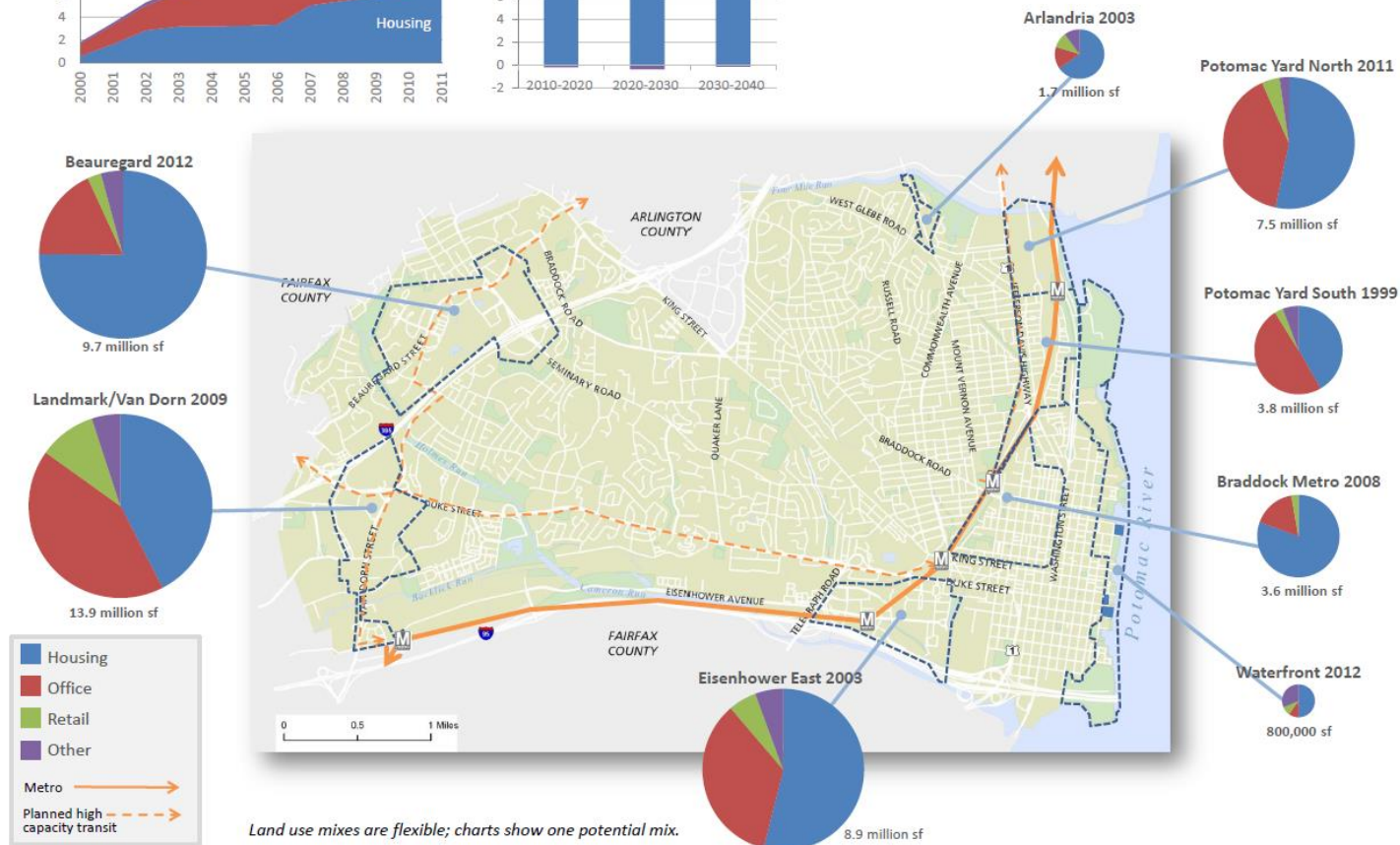


Why are we doing this plan?



Planning for Growth in Alexandria

Growth Capacity in Recently Adopted Plans



Relevant Plans and Studies

- Landmark/Van Dorn Small Area Plan (1992)
- Clermont Avenue Interchange with I-95 EA (1993)
- Eisenhower Avenue to Duke Street Connector Study (2002)
- Transportation Master Plan (2008)
- Landmark/Van Dorn Corridor Plan (2009)
- Eisenhower West Industrial Use Study (2009)
- Beauregard Small Area Plan (2012)
- Transitway Corridors Feasibility Study (2012)



What is the Eisenhower West SAP?

Major Elements/Features:

- Land Use and Density
- Transportation
- Street Connectivity
- Infrastructure
- Environment
- Economics and Market Forces
- Community Benefits



What is the Eisenhower West SAP?

- **Will** be carved out of the Landmark/Van Dorn Small Area Plan (1992)
- **Not** an overlay plan like the Landmark/Van Dorn Corridor Plan
- **Not** a detailed urban design plan like the Beauregard Small Area Plan
- **Will include** general road networks/framework and design standards
- **Will include** illustrative site plans



EISENHOWER WEST



Civic Engagement Framework

Last Update: May 28, 2014

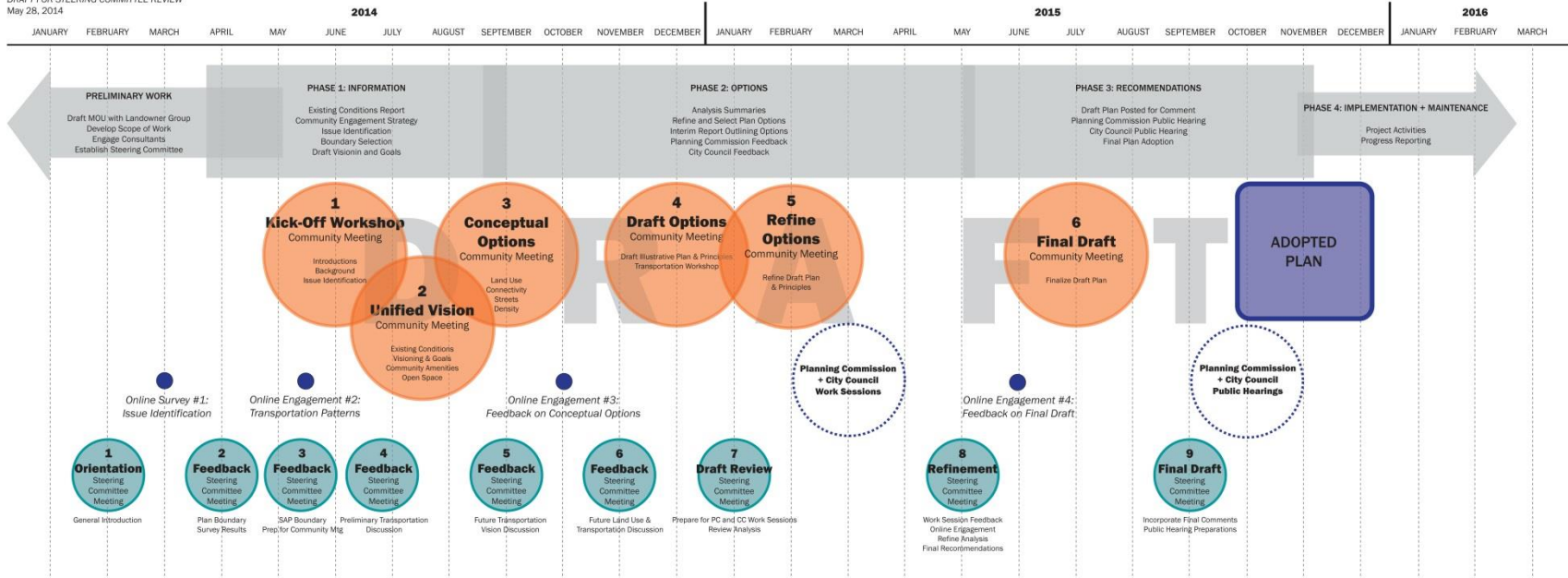
City Department:	Project:	Goal :	Overall project timeline:
P&Z	Eisenhower West Small Area Plan	Eisenhower West Small Area Plan	February 2014-November 2015
Radhika Mohan, Principal Planner			
703-746-3850, radhika.mohan@alexandriava.gov			

Phase 1 Information (Gathering, Organizing, Understanding)	2 Options (Discuss and Evaluate Options)	3 Recommendations	4 Implementation and maintenance
<p>Transportation Study conducted with T&ES</p> <p>Steering Committee Meeting #1 (February 19, 2014)</p> <p>Online Engagement #1: Online survey for issues, goals, and boundary identification</p> <p>Steering Committee Meeting #2 (April 29, 2014)</p> <p>Online Engagement #2: Online survey focused on transportation issues</p> <p>Steering Committee Meeting #3 (June 12, 2014)</p> <p>Community Meeting #1 (June 16, 2014)</p> <p>Steering Committee Meeting #4 (June 30, 2014)</p> <p>Community Meeting #2 (July 28, 2014)</p> <p>Deliverables:</p> <ul style="list-style-type: none"> -Issue identification -Existing conditions report -Community engagement plan -Plan boundary -Draft vision and goals 	<p>Steering Committee Meeting #5 (September 2014)</p> <p>Community Meeting #3 (Late September 2014)</p> <p>Online Engagement #3</p> <p>Steering Committee Meeting #6 (November 2014)</p> <p>Community Meeting #4 (December 2014)</p> <p>Steering Committee Meeting #7 (January 2015)</p> <p>Community Meeting #5 (February 2015)</p> <p>Planning Commission work session (March 2015)</p> <p>City Council work session (March 2015)</p> <p>Steering Committee Meeting #8 (May 2015)</p> <p>Online Engagement #4</p> <p>Deliverables:</p> <ul style="list-style-type: none"> -Interim report outlining draft Framework options -Transportation, market, infrastructure, and environmental analysis summaries 	<p>Community Meeting #6 (July 2015)</p> <p>Steering Committee Meeting #9 (September 2015)</p> <p>Post draft plan and report outlining community input in final recommendation</p> <p>Planning Commission public hearing (November/TBD 2015)</p> <p>City Council public hearing (November/TBD 2015)</p> <p>Deliverables:</p> <ul style="list-style-type: none"> -Draft plan -Approved plan 	<p>Draft a schedule of project activities to implement plan</p> <p>Draft regular progress reports</p> <p>Deliverables:</p> <ul style="list-style-type: none"> -Project activities schedule -Progress reports



Work Program: Phasing, Key Meetings, & Online Engagement

DRAFT EISENHOWER WEST SMALL AREA PLAN AND TRANSPORTATION STUDY WORK PROGRAM DIAGRAM
DRAFT FOR STEERING COMMITTEE REVIEW
May 28, 2014



Role of the Community & Steering Committee

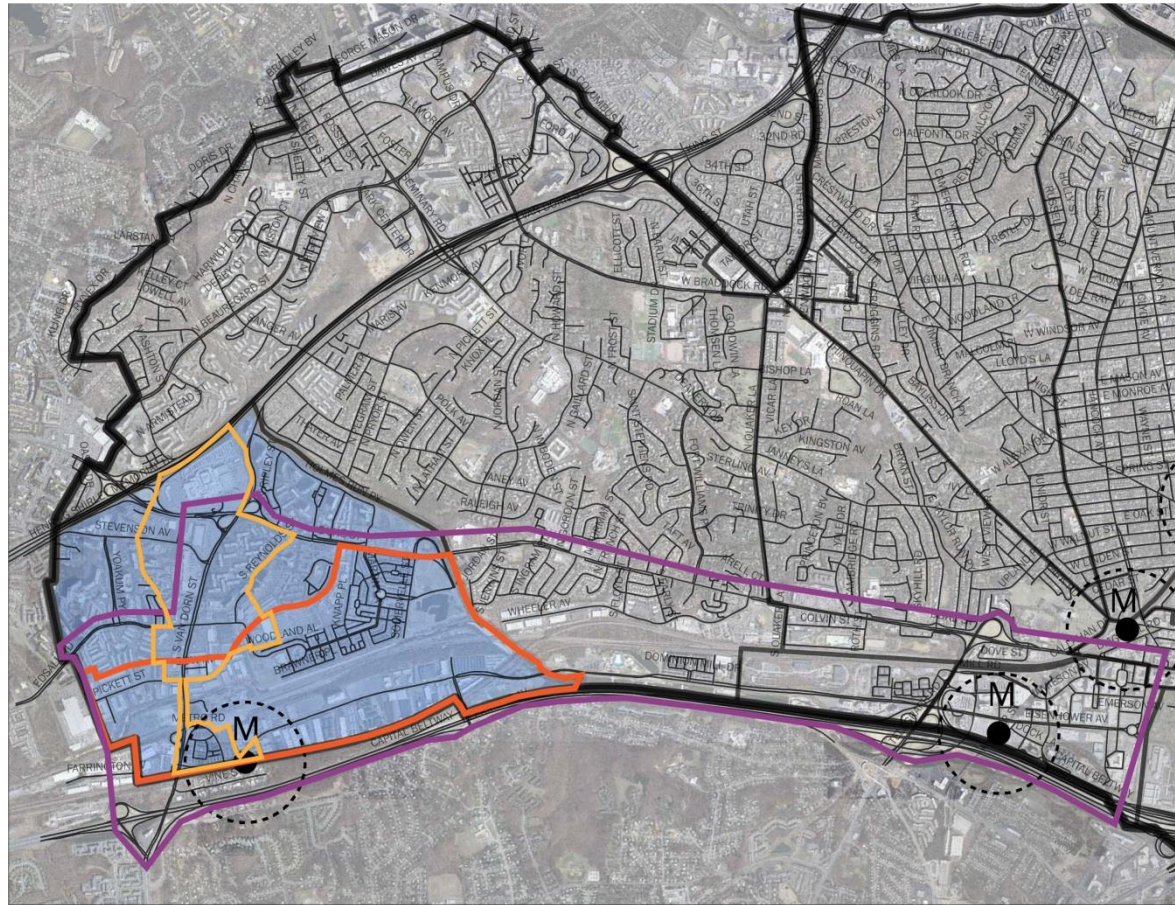
- Community
 - Develop a vision for the area
 - Create a draft framework for the area including land use, connectivity and streets, and density options
 - Generate plan principles and goals
- Steering Committee
 - Provide guidance to staff on process and some technical content elements
 - Advise on strategies for engagement
 - Serve as a conduit of information between the community and City



Transportation Study

- Serve as the transportation element of the Small Area Plan
- Conduct additional analysis to ensure that the multimodal bridge is the only needed connection between Duke Street and Eisenhower Avenue
- Define alignment and mode(s) for the bridge

Transportation Study Boundary



1 Mile

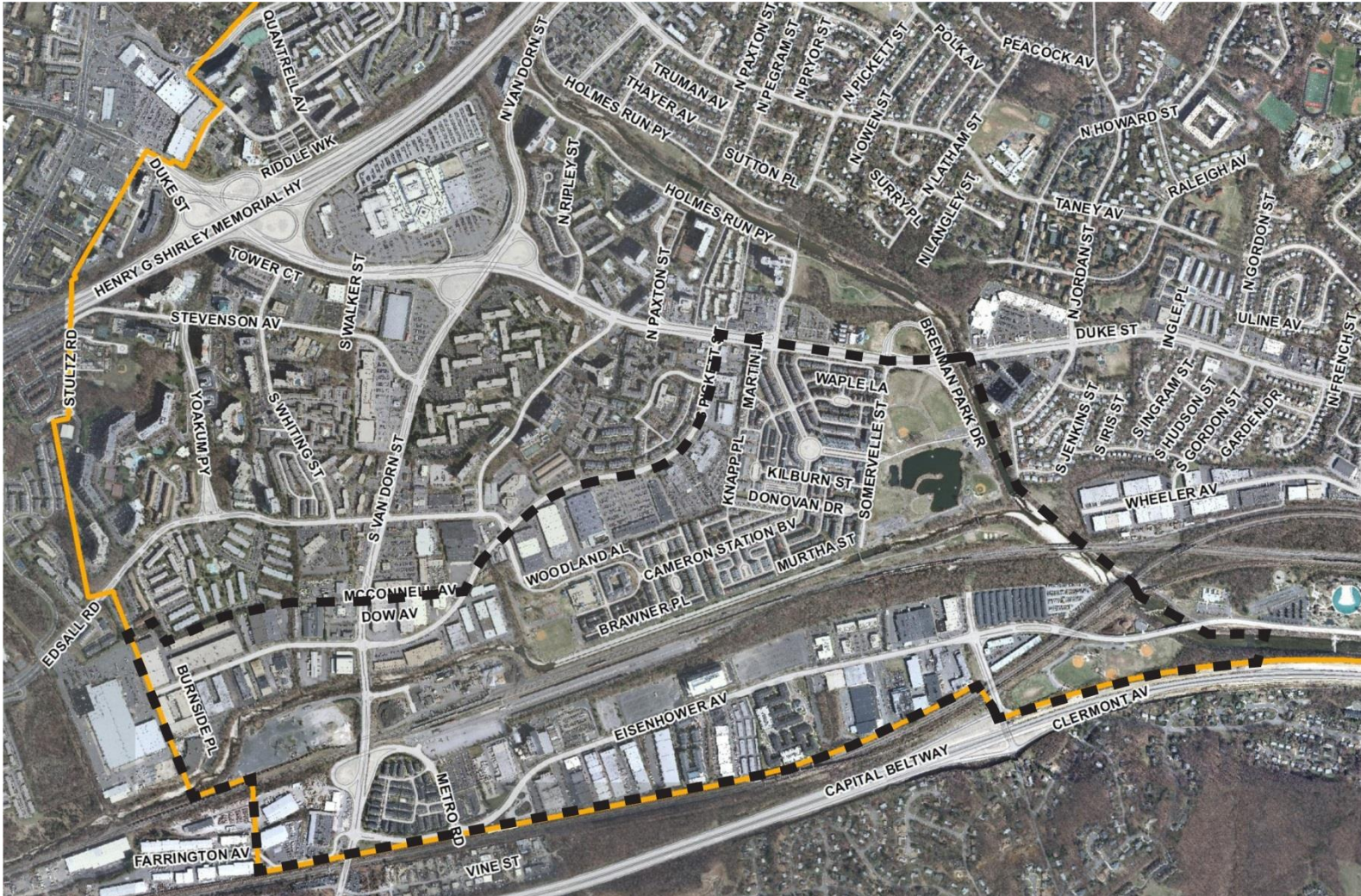
Landmark/ Van Dorn
Small Area Plan

Landmark/Van Dorn Corridor
Plan Boundary (Overlay)

Small Area Plan
Boundary

Transportation Study
Boundary

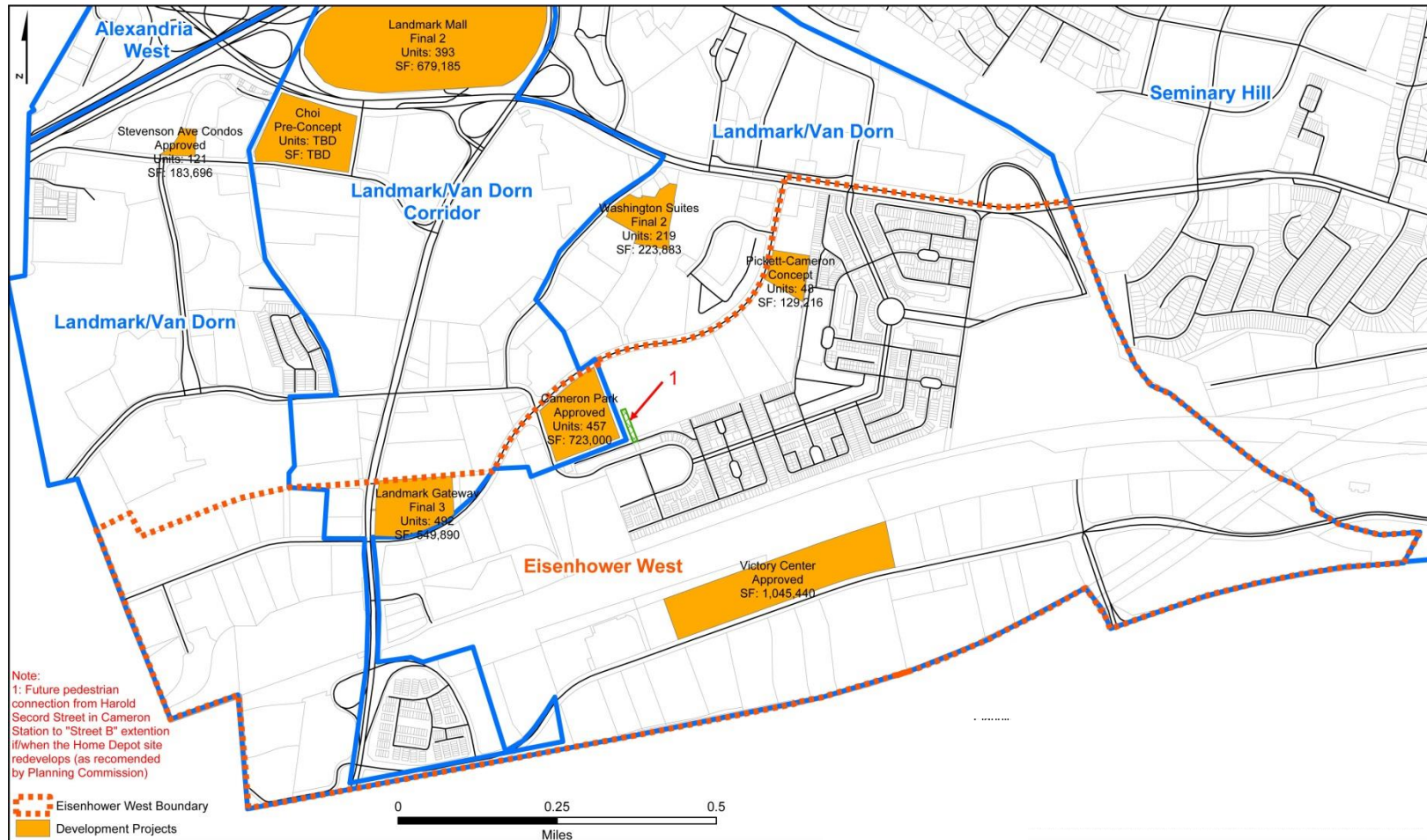
Background Information



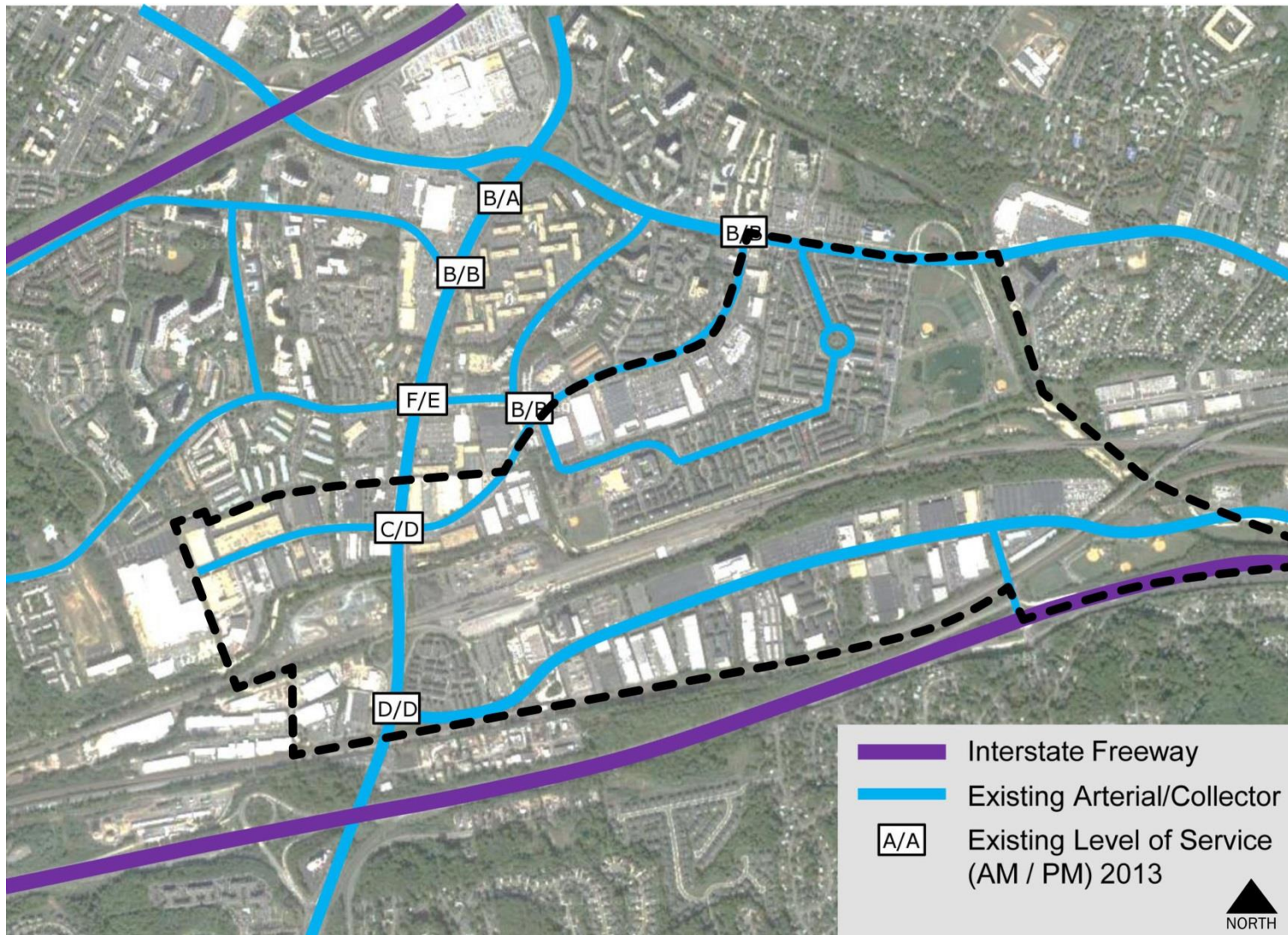
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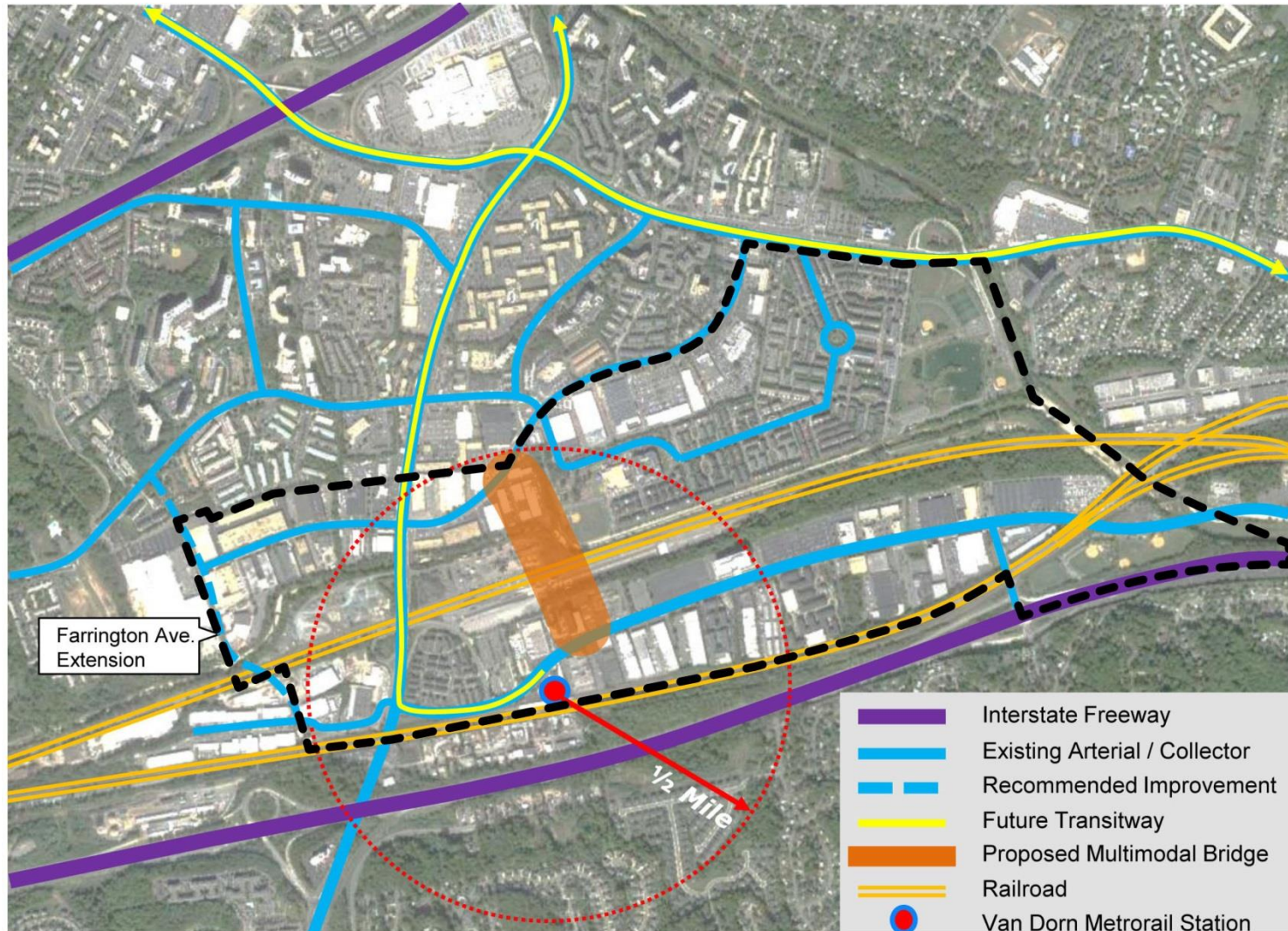
Current Development Projects



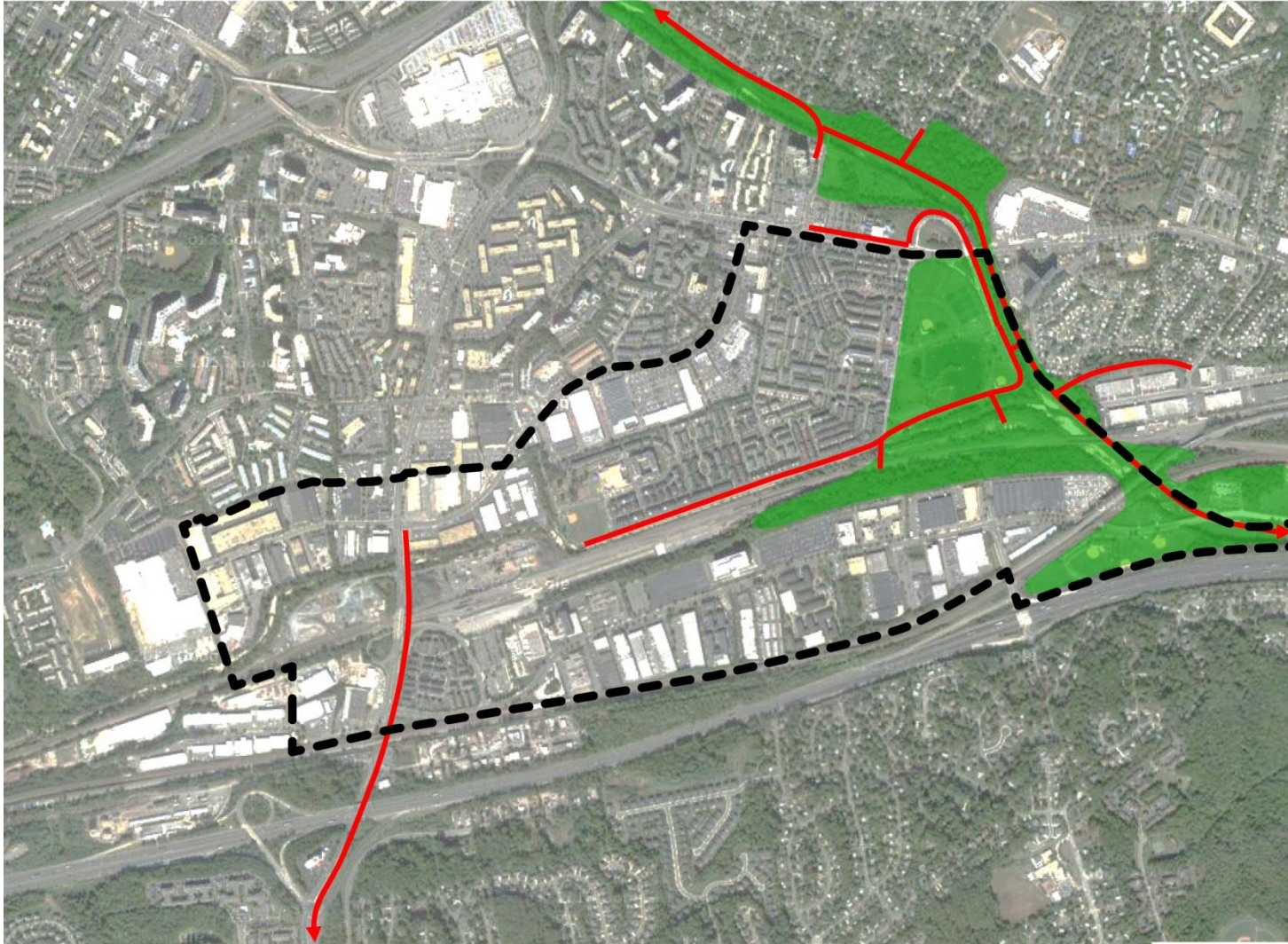
Transportation: Existing Traffic



Transportation: Existing and Planned Facilities



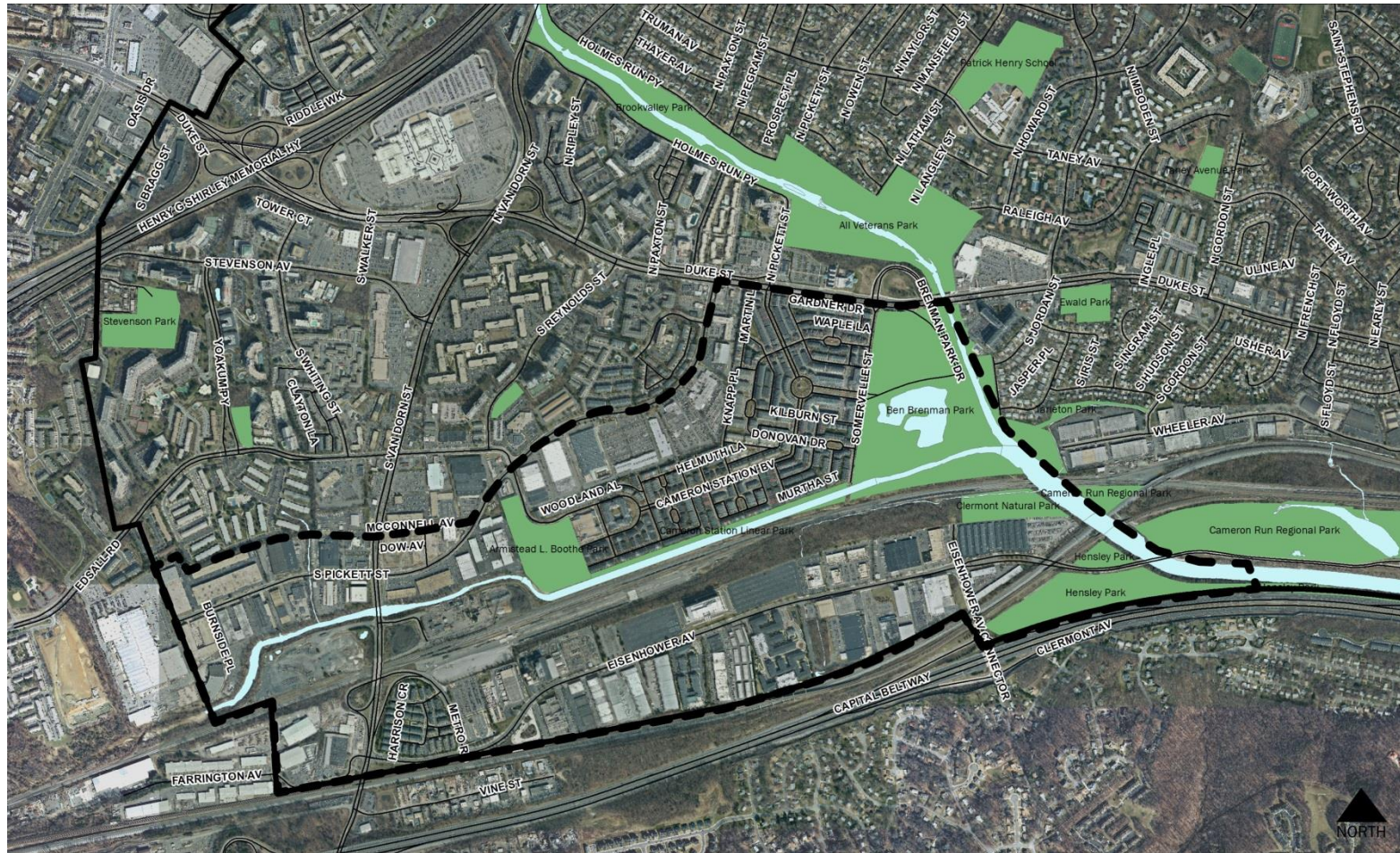
Transportation: Non-motorized Trail System



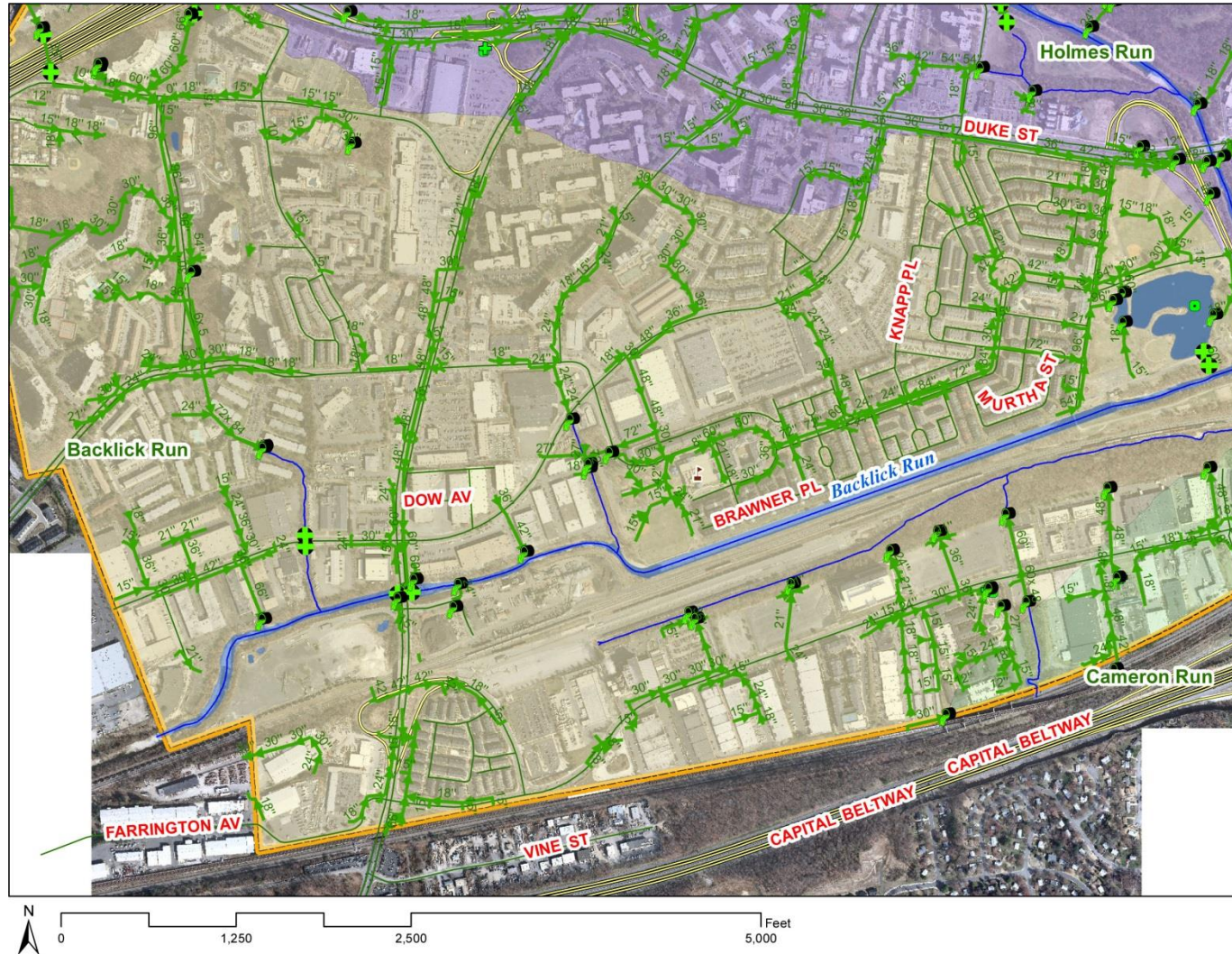
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Parks and Hydrology



Stormwater and Drainage



Online Polling Highlights

Common Themes and Desires:

- Improve pedestrian access and walkability
- More recreation trails and open space
- Improve bicycle facilities
- New roadway connections and improved circulation beyond bridge options
- Multimodal bridge is important and the highest priority is pedestrians
- Avoiding cut thru traffic in Seminary Hill/Quaker Hill
- Improved transit service and access
- Increased retail opportunities



Differing Opinions

- Affordable Housing
- Retail Mix
- Maintain/Remove Industrial
- High Density/Single-Family Housing
- Traffic flow is acceptable/unacceptable
- Build/do not build a connector from Eisenhower to Duke

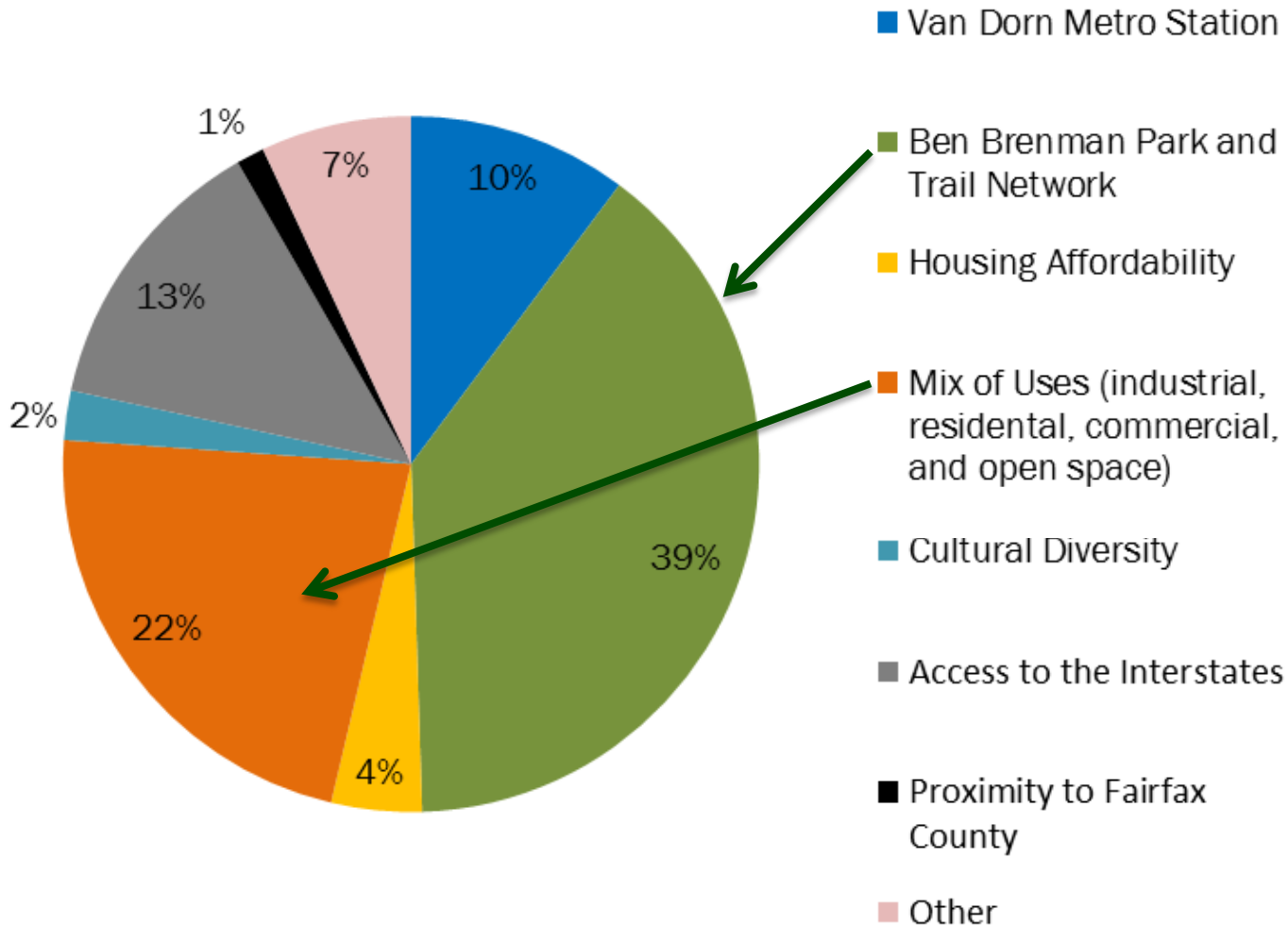


Why do you come to the Eisenhower West Area?

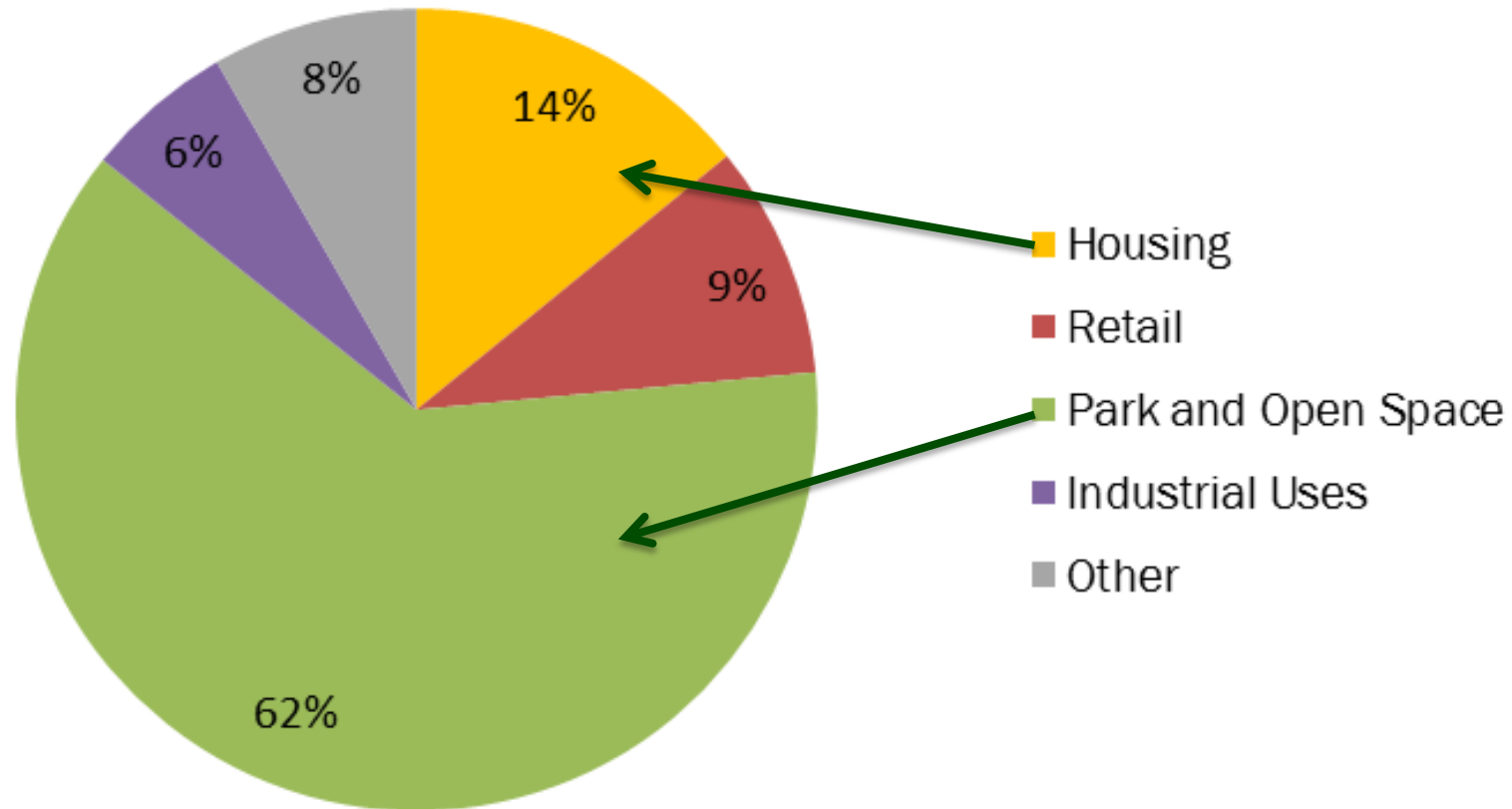
- Shopping
- Services
- Outdoor Recreation
- Entertainment
- Van Dorn Metro
- Visit Friends
- Business/Work



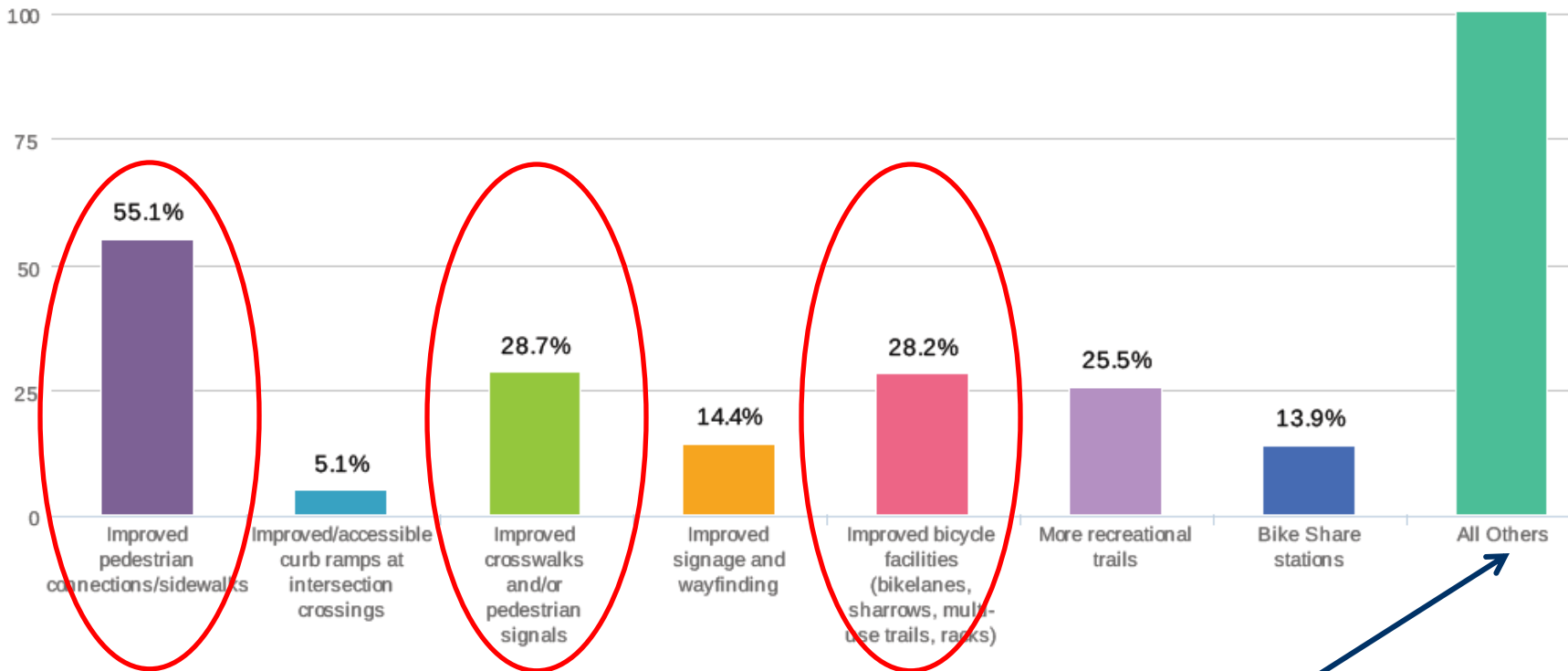
What do you like best about the Eisenhower West Area?



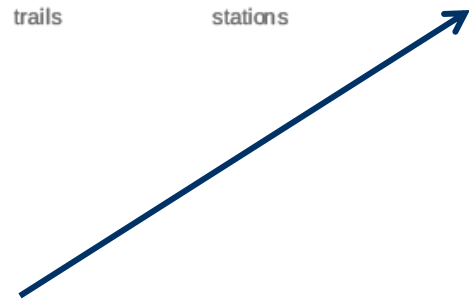
Is there a place, use, or function you would like to preserve in Eisenhower West area?



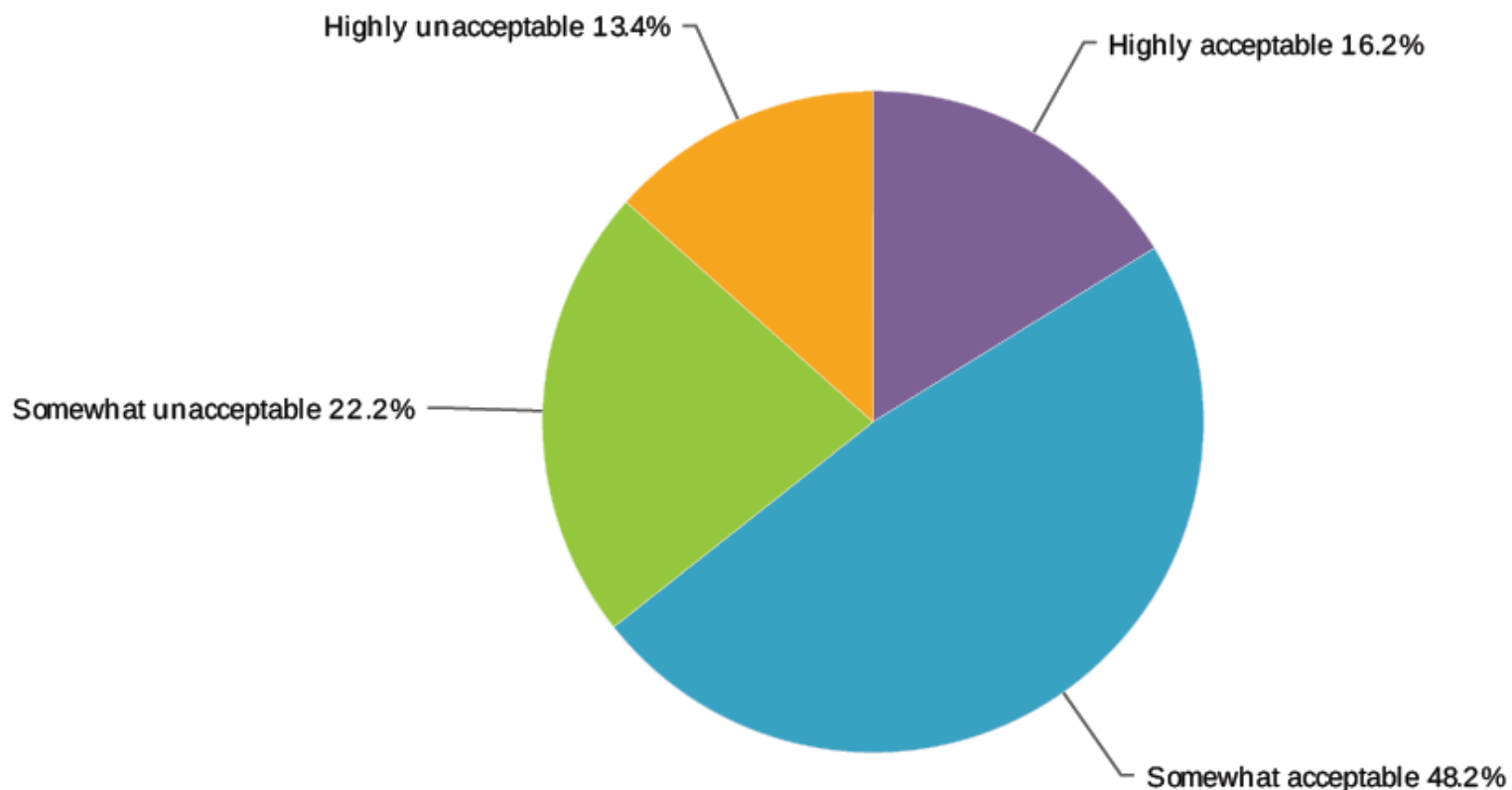
What are the most needed transportation improvements in Eisenhower West?



Improved pedestrian access to transit (25%)
New road connections for vehicles (23%)
Improved Metrorail service (20%)
Additional roadway capacity for cars (20%)

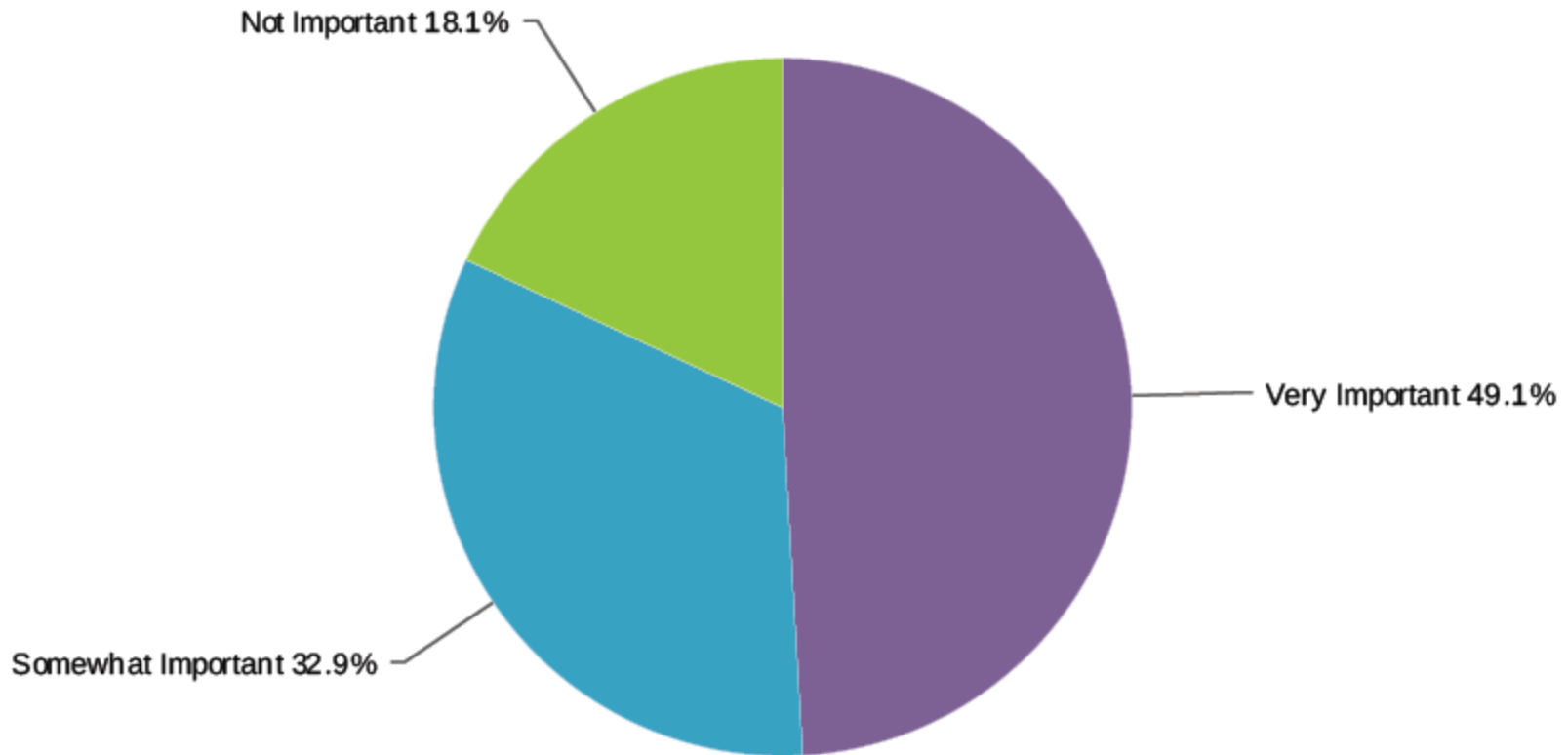


How are current vehicular conditions in the Eisenhower West area?



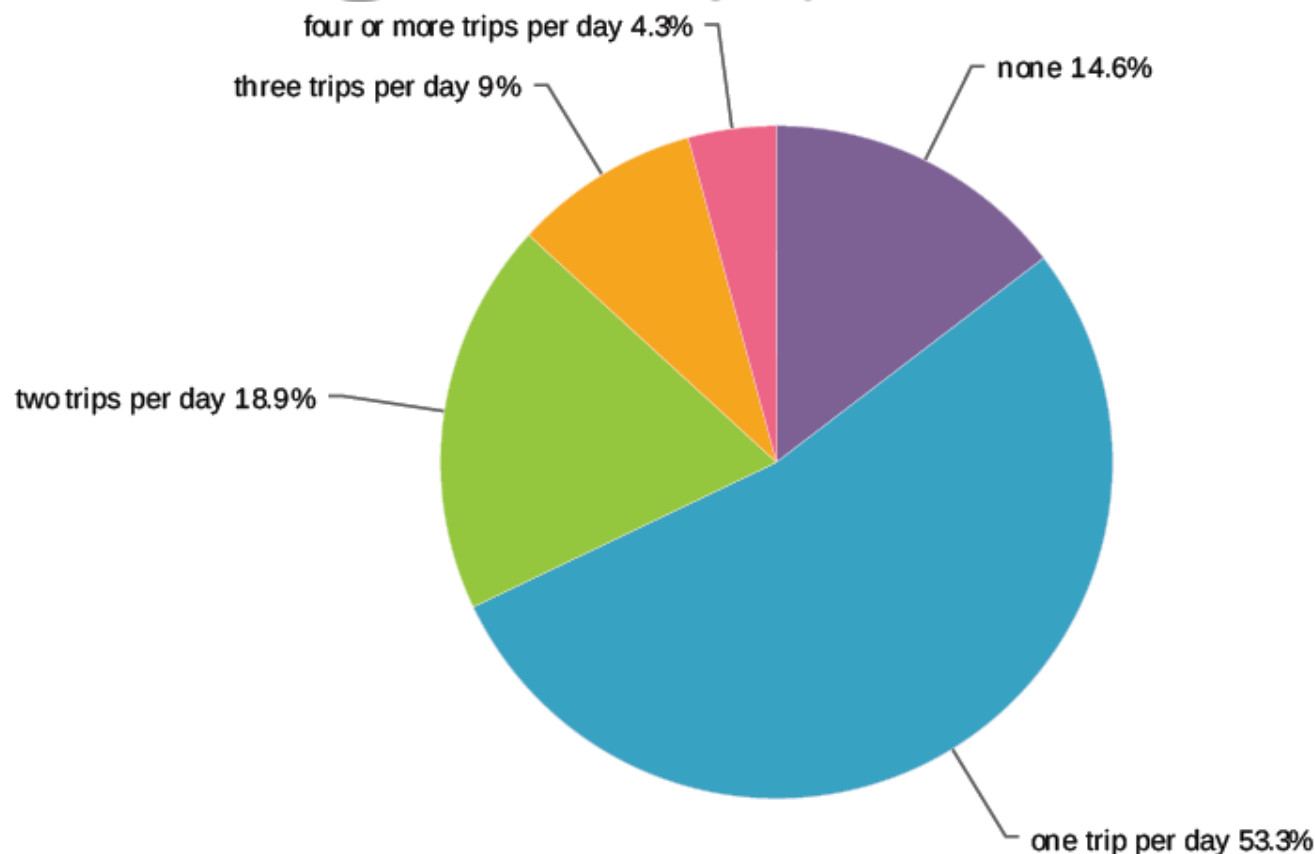
64% believe conditions are somewhat or highly acceptable

How important is the Multimodal Bridge?



82% think the multimodal bridge is somewhat or very important

How many roundtrips do you typically make using your personal vehicle daily (Not including work trips)?



32% use their personal vehicle two or more times per day (not including work trips)

What We Heard: Eisenhower West Needs an Identity that Features...

- “Expanded bike and transit infrastructure, greater walkability, affordable housing choices.”
- “More places to eat within walking distance of my office.”
- “I’d like there to be more nature.”
- “Introduce public art to residents and business owners as a force for positive change.”
- “I think this corridor has enormous potential to complement NSF with labs and other light industrial uses.”
- “Eisenhower has the potential to be a big draw for light green industry.”



Group Activity: Defining Issues

- Small Group Discussion: 45 minutes
- Report Out: 15 minutes
- Topic Areas:
 - Land Use and Building Height
 - Community Amenities
 - Industry
 - Environment (Energy, Open Space, Stormwater Management)
 - Transportation (Street Grid, Pedestrian Environment, Bicycle Accessibility, Transit, Automobiles)



Upcoming Meetings/Next Steps

Steering Committee Meeting #3: Transportation

- Monday, June 30th, 2014, 6:30-8:30 pm
- Location: Samuel Tucker Elementary School

Community Meeting #2: Visioning

- Late July 2014, 6:30-8:30 pm
- Location: TBD



Questions & Meeting Evaluation

